

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

a SI
455
Reserv

Inside Information

85

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 10, NUMBER 11

November 1988

INSIDE THIS "INSIDE"

Page

| | |
|---|---|
| Report available on four regional biotechnology conferences held in 1988..... | 2 |
| North Carolina State University needs extensions specialist/news editor..... | 2 |
| Two public affairs specialist positions available in USDA's Forest Service..... | 2 |
| N.C. State U. Ag Communications needs extension specialist, media education..... | 3 |
| December video seminars being held by Development Communications, Inc..... | 3 |
| USDA Agricultural Research Service had opening for public affairs specialist..... | 3 |
| Certifications of appreciation awarded by NAL for work on laser disk project..... | 4 |
| Radio-TV Division of USDA's Office of Information produces new videotapes..... | 4 |
| North Carolina Agricultural Research Service publishes ESCOP/CSRS report..... | 5 |
| USDA's Office of Information has opening for a visual information specialist..... | 5 |
| The Office of Technology Assessment has released its long-awaited report..... | 5 |
| U.S. Gov't Printing Office offers seminars on its policies and procedures..... | 6 |
| USDA's Soil Conservation Service has opening for public affairs specialist..... | 6 |
| USDA publishes 1988 Yearbook of Agriculture, 'Marketing U.S. Agriculture'..... | 6 |
| Calendar of Upcoming Communication Events and Training Opportunities..... | 7 |

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

REPORT AVAILABLE ON FOUR REGIONAL BIOTECHNOLOGY CONFERENCES HELD IN 1988

A report on four regional biotechnology conferences sponsored by the U.S. Department of Agriculture, Land-Grant Universities, State Agricultural Experiment Stations, and Cooperative Extension Services, is available.

The conferences were held February 22-24 in Raleigh, NC, March 28-30 in Reno, NV, April 18-20 in New Brunswick, NJ, and May 16-18 in Minneapolis, MN.

Single copies of "Agricultural Biotechnology and the Public," can be obtained from the Office of Public Liaison, Office of Governmental and Public Affairs, USDA, Room 241-E, Washington, DC 20250.

11/3

NORTH CAROLINA STATE UNIVERSITY NEEDS EXTENSION SPECIALIST/NEWS EDITOR

The Department of Agricultural Communications at North Carolina State University is looking for an extension specialist/news editor. The specialist is lead editor in the Press, Radio and Television Section with responsibilities for communications concerning commercial agriculture and home horticulture.

Major responsibilities include writing news and feature articles which communicate to targeted and general audiences, drawing on the resources of the research, extension and teaching faculties of the College of Agriculture and Life Sciences. Other responsibilities are developing and maintaining outlets for written communications, assisting in writing and producing internal newsletters, providing communications training and teaching as assigned, helping plan and coordinate special projects, and preparing speeches, studies, and reports.

Qualifications are an M.S. or M.A. degree in journalism, English, or related field. Candidates should have a minimum of three years of writing experience, preferably with a newspaper or magazine, or as a land grant university agricultural communications specialist.

Send resume, work samples, college transcripts, and three letters of recommendation to Joan Gospers, Search Committee Chair, Department of Agricultural Communications, North Carolina State University, Campus Box 7603, Raleigh, NC 27695-7603. Telephone is 919-737-3173.

Closing date is January 15, 1989, or until a suitable applicant is found.

11/7

TWO PUBLIC AFFAIRS SPECIALIST POSITIONS AVAILABLE IN USDA'S FOREST SERVICE

USDA's Forest Service announced two openings for public affairs specialists. To apply for the GS-1035-9/11 in the Ottawa National Forest, contact: Personnel Officer, USDA-Forest Service, Ottawa National Forest, East U.S. 1, Ironwood, MI 49938. Refer to Announcement No. R907-001-89G. Closing date is December 9.

The second opening, GS-1035-11, is in the Shoshone National Forest. Contact: Mark Hight, USDA-Forest Service, ATTN: Personnel, P.O. Box 2140, Cody, WY 82414. Telephone is 307-527-6241. Refer to Announcement No. R214-016-88G. Closing date was November 25.

11/9

N.C. STATE U. AG COMMUNICATIONS NEEDS EXTENSION SPECIALIST, MEDIA EDUCATION

The Department of Agricultural Communications at North Carolina State University has an opening for an Extension specialist, media education.

Responsibilities include providing leadership in training and production coordination for educational video.

Qualifications include a Masters degree in television, communications, or a related field, and knowledge in teaching video, producing video and managing video resources.

Send resume, college transcripts, and three letters of recommendation to: Reese Edwards, Search Committee Chairman, Dept. of Agricultural Communications, Campus Box 7603, North Carolina State University, Raleigh, NC 27695-7603.

Closing date is January 15, 1989, or until a suitable candidate has been selected.

11/9

DECEMBER VIDEO SEMINARS BEING HELD BY DEVELOPMENT COMMUNICATIONS, INC.

Development Communications, Inc. (DCI) is offering a series of video production seminars, December 14-16, at Rosslyn Westpark Hotel in Arlington, Va.

The December Seminars are organized into five tracks: Basic Skills, Intermediate Skills, The Intensive track (a hands-on, small-group experience), Production Design, and the Electives track (special interest seminars to broaden your video production experience).

For further information or registration, contact: Development Communications, Inc., 815 N. Royal Street, Alexandria, VA 22314. Telephone is 703-683-3100 between 9-5.

Registration is limited to space available.

11/9

USDA'S AGRICULTURAL RESEARCH SERVICE HAD OPENING FOR PUBLIC AFFAIRS SPECIALIST

The Current Information Branch of USDA's Agricultural Research Service had an opening for a GS-1035-11 public affairs specialist on its information staff. Promotion potential is a GS-12.

Duties include planning, preparing and coordinating current information activities. Other duties are writing news releases, feature articles, photographic stories, and press background statements for news media and other groups.

Qualifications include one year of specialized experience directly related to the position.

For further information, contact: USDA, ARS, Personnel Division, Personnel Operations Branch, Room 123, B-003, BARC-West, Beltsville, MD 20705. Telephone is 301-344-2288. Refer to Announcement No. ARS-H29-013.

Closing date was November 21.

11/16

CERTIFICATES OF APPRECIATION AWARDED BY NAL FOR WORK ON LASER DISK PROJECT

Certificates of appreciation were presented to personnel from USDA's Office of Information and USDA's National Agricultural Library for their sustained efforts and dedication to the OI-NAL laser disk project.

NAL recognized the participants for their work on the project which involves the transfer of USDA photographs (both color and black-and-white) to an optical disk for future quick access and retrieval.

Those recognized from OI's Photography Division were: Theodosia Thomas, division chief, Bob Overbey, Robert Hailstock, Earthaline Harried, and Betty Branch.

Those receiving certificates from NAL were: William Hauser, Claudia Weston, Alan Fusonie, Elizabeth Goldberg, Dan Starr, and Ron Young.

11/16
-----**RADIO-TV DIVISION OF USDA'S OFFICE OF INFORMATION PRODUCES NEW VIDEOTAPES**

The Radio and TV Division (R&TV) of USDA's Office of Information has produced two videotapes aimed at adult and teenage audiences.

"Agriculture and the Constitution" reviews the input farmers had to forming the U.S. Constitution and discusses how the Constitution continues today to be important to agriculture.

Nearly half the delegates to the Constitution Convention in Philadelphia, derived over half their income from agriculture and knew first-hand the concerns of farmers. Decisions made at those historic series of meetings continue to have a positive influence on agriculture.

The videotape shows that the system of government the Constitution created allowed a strong agriculture to develop in this nation.

The tape has a total running time of 10 minutes and 31 seconds.

Written, directed, and hosted by Vic Powell, R&TV chief, the video was produced as part of USDA's contribution to the Bicentennial of the Constitution.

The second tape, "USDA - The People's Department," provides a brief introduction to the U.S. Department of Agriculture and reviews its mission of serving people.

The video shows why there is a Department of Agriculture in the Federal Government, and outlines USDA's history and increasing responsibilities. It reviews USDA's organizational structure and how USDA is preparing for the future, serving every person in the nation every day.

Written and directed by Powell, the tape runs for 11 minutes and 30 seconds. Both tapes are available on 1/2-inch VHS.

For further information, contact Vic Powell at 202-447-4330, or Dialcom E-mail AGR007.

11/21

NORTH CAROLINA AGRICULTURAL RESEARCH SERVICE PUBLISHES ESCOP/CSRS REPORT

The North Carolina Agricultural Research Service of North Carolina State University has published a report of the Experiment Station Committee on Organization and Policy and USDA's Cooperative State Research Service.

The report, "Agriculture and Rural Viability," documents the transition of rural America from the growth and vitality of the 1970's to the structural change and farm crisis of the 1980s. It sets an agenda focusing on the inter-dependencies among agriculture, rural families, rural communities, and the rural economy.

Copies are available from Ronald C. Wimberley, Department of Sociology, Anthropology, and Social Work, North Carolina State University, Raleigh, NC 27695-8107.

11/21

USDA'S OFFICE OF INFORMATION HAS OPENING FOR A VISUAL INFORMATION SPECIALIST

The Photography Division of USDA's Office of Information has an opening for a GS/GM-1084-12/13 visual information specialist.

Duties include planning, developing, and overseeing production and distribution, and reviewing a wide variety of photojournalism products aimed at media dissemination.

Qualifications include one year of specialized experience in planning the preparation and use of photographs, illustrations, drawings and other artwork, charts, diagrams, diaramas, maps, slides, overlays, and other kinds of visual material for use in communicating information through visual means.

To apply, contact Laura Farrior (202-447-5833), USDA, Office of Personnel, PO, Room 27-W, Washington, DC 20250.

For further information, contact: Theodosia Thomas, Chief, Photography Division, at 202-447-6633, or Dialcom E-mail AGR019.

Refer to Announcement No. OGPA-88-36. Closing date is December 14.

11/29

THE OFFICE OF TECHNOLOGY ASSESSMENT HAS RELEASED ITS LONG-AWAITED REPORT

The U.S. Office of Technology Assessment (OTA), an agency of the U.S. Congress, has released its long-awaited report, "Informing the Nation: Information dissemination in an Electronic Age."

The report summarizes findings of a 2-year study by OTA, requested by the Joint Committee on Printing and other Congressional committees. The 300-plus page report will serve as a tool in helping to determine the future of Federal publishing and information dissemination in a time of major technological development.

Copies are available at \$14 each from the Superintendent of Documents, U.S. Government Printing Office, 202-783-3238. Stock No. is 052-003-01130-1.

11/29

U.S. GOVERNMENT PRINTING OFFICE OFFERS SEMINARS ON ITS POLICIES AND PROCEDURES

In several of the U.S. Government Printing Office's (GPO) Regional Printing Procurement Office cities, training seminars are underway for the Departments of Army and Energy to keep agency printing officers informed and updated on GPO policies and procedures.

The seminars are part of GPO's ongoing effort to provide the best possible service to customers nationwide.

If you are interested in having similar programs developed for your regional offices, contact: Printing Procurement Department at 202-275-2265.

11/29

USDA'S SOIL CONSERVATION SERVICE HAS OPENING FOR PUBLIC AFFAIRS SPECIALIST

USDA's Soil Conservation Service has an opening for a GS-1035-11/12 public affairs specialist to provide leadership to the plant materials and water conservation public affairs program nationally.

Other duties would include establishing and maintaining contacts with state and regional media; writing a wide variety of public information materials including technical articles, feature articles, public service announcements, audiovisual scripts, fact sheets, brochures, reports, and policy statements; and designing exhibits, brochures, publications, and newsletters.

Requirements include one year of experience at the next lower level.

Applicants must call for required additional information before applying. Contact: Chief, Employment Branch, 202-447-6365. Refer to Announcement No. SCS-89-060.

Closing date is December 30.

11/30

USDA PUBLISHES 1988 YEARBOOK OF AGRICULTURE, 'MARKETING U.S. AGRICULTURE'

USDA released the 1988 Yearbook of Agriculture, "Marketing U.S. Agriculture." on Dec. 1 at a USDA/FDA journalists' conference at the National Press Club in Washington, DC.

The new yearbook describes the revolution in the food marketing system caused by:

- * New technology such as bar codes,
- * Social changes such as smaller families, and more women with jobs,
- * Increased competition for world markets,
- * Consumer concern about fat and other health issues, and
- * Demand for quality, freshness, and convenience.

Individual marketers -- of cranberry juice, potatoes, beef, turkey, chicken, almonds, ice cream, cotton, grain, soybeans, and other products -- tell their success stories to U.S. farmers and firms, focusing on four steps to marketing success: 1) Find out what consumers want, 2) Develop new or improved products, 3) Deliver them efficiently, and 4) Promote them to potential customers.

"Marketing U.S. Agriculture" is a 336-page hardcover anthology of 65 chapters written by experts from farms, industry, universities, and government.

Limited free copies will be available from Members of Congress. Or order your copy for \$9.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402-9325.

USDA has no copies for distribution.

11/30

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

Nov. 30-Dec. 3:

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA) Conference/Exhibition
Las Vegas, Nevada
Contact: RTNDA, 202-659-6510

Dec. 2, 6, 13, 14:

HOW TO WRITE, DESIGN & EDIT NEWSLETTERS (One-day Seminar) - \$250 Fee
Richmond, VA; Baltimore, MD; Arlington, VA; Washington, DC
Contact: Business & Professional Research Institute, 802-757-3261

Dec. 5-7:

NATIONAL MEDIA CONFERENCE & PUBLIC RELATIONS FORUM
Waldorf Astoria Hotel, New York, New York
Contact: MERComm, Inc., 800-634-4020

Jan. 7-10:

70th AMERICAN FARM BUREAU FEDERATION ANNUAL MEETING
San Antonio, Texas
Contact: AFBF, 312-823-1010

Jan. 17-May 5:

EFFECTIVE DESIGN FOR DESKTOP PUBLISHING (One-day Workshop)
Washington, DC, (Apr. 20) & 17 other cities, coast-to-coast - \$285 Fee
Contact: Ragan Communications Workshops, 312-922-8267 or 312-922-0854

Feb. 1-June 23:

Other Ragan Communications Workshops (ADVANCED WRITING & INTERVIEWING,
ADVANCED WRITING & EDITING TECHNIQUES, SPEECHWRITING FOR RESULTS,
4-DAY WRITER'S RETREAT, POWERFUL DESIGN IDEAS FOR NEWSLETTERS, more)
From Boston to San Francisco, from Minneapolis to Houston
Contact: Ragan Communications Workshops, 312-922-8267 or 312-922-0854

Feb. 6-7:

SOUTHERN AG COMMUNICATORS WORKSHOP
86th Annual Meeting of Southern Association of Agricultural Scientists
Nashville, Tennessee
Contact: SAAS, 205-887-5652

Feb. 8-10:

AGRICULTURAL RELATIONS COUNCIL ANNUAL MEETING
Westward Look Resort, Tucson, Arizona
Contact: Paul Weller, ARC Exec. Sec., 202-785-6710

- - - - -

